WHAT IS CLAIMED IS:

1. A method for facilitating information interexchange between a telecommunications network serving a wireless communications device and an information service provider, said method comprising the steps of:

receiving realtime information associated with said wireless communications device from a network node associated with said telecommunications network; and

providing the received realtime information to said information service provider, causing said information service provider to provide a service to a subscriber associated with said wireless communications device.

2. The method according to claim 1, further comprising, prior to said providing step, the step of:

filtering said received realtime information, the filtered received realtime information being provided to said information service provider.

3. The method according to claim 1, wherein said receiving step comprises receiving said realtime information at periodic intervals.

4. The method according to claim 1, wherein said realtime information comprises location information associated with said wireless communications device.

5. The method according to claim 1, wherein said realtime information comprises an ON/OFF status indication for said wireless communications device.

6. The method according to claim 1, further comprising the step of:

updating, in a database, information related to said received realtime information.

7. The method according to claim 6, wherein said updating step comprises the steps of:

validating an event related to said realtime information; and

storing said validated event in said database.

8. The method according to claim 1, wherein said realtime information is selected from a group consisting of: a communications device "ON" indication, a communications device "OFF" indication, location area information, cell global identity information, and cell routing area information.

9. The method according to claim 1, wherein said wireless communications device is registered with said information service provider.

10. An apparatus for facilitating information exchange between a telecommunications network serving a wireless communications device and an information service provider, said apparatus comprising:

a receiver for receiving realtime information associated with said wireless communications device from a network node associated with said telecommunications network; and

providing means for providing the received realtime information to said information service provider, causing said information service provider to provide a service to a subscriber associated with said wireless communications device.

11. The apparatus according to claim 10, further comprising a filter for filtering said received realtime information, the filtered received realtime information being provided to said information service provider.

12. The apparatus according to claim 11, wherein said filter permits reception of said filtered realtime information from said wireless communications device, said wireless communications device being registered to receive data from said information service provider.

13. The apparatus according to claim 10, wherein said receiver receives said realtime information at periodic intervals.

14. The apparatus according to claim 10, further comprising a database containing information related to said received realtime information.

15. The apparatus according to claim 14, further comprising updating means for updating said information associated with said received realtime information, said updating means comprising:

validating means for validating an event related to said received realtime information; and

storing means for storing the validated event in said database.

16. The apparatus according to claim 10, wherein said realtime information is selected from a group consisting of: location area information, routing area information, communications device "on" indication, communications device "off" indication and local cell global identity information.

17. A method for reporting realtime information by a network node associated with a telecommunications network and serving a wireless communications device therein, said method comprising the steps of:

monitoring, by said network node, realtime information related to a subscriber associated with said wireless communications device; and

providing said realtime information to a Business-to-Business (B2B) engine, said providing step being initiated by an update to said realtime information related to said subscriber.

18. The method according to claim 17, further comprising, prior to said providing step, the step of:

forwarding said realtime information by said network node to another network node, said another network node providing said realtime information to said B2B engine.

19. The method according to claim 19, wherein said network node is a Visitor Location Register (VLR) and said second network node is a Home Location Register (HLR).

20. The method according to claim 17, further comprising the step of:

sending the provided realtime information to a content provider, thereby enabling a content provider service to said subscriber.

21. A telecommunications system for providing realtime information, said telecommunications system comprising:

a first network node for monitoring realtime information related to a subscriber associated with a wireless communications device within said telecommunications system; and

a Business-to-Business (B2B) engine interfaced to said first network node, said B2B engine receiving said realtime information from said first network node.

22. The system according to claim 21, wherein said first network node comprises a monitoring agent for monitoring said realtime information related to said subscriber.

23. The system according to claim 21, further comprising an interface between said B2B engine and said first network node, said interface using a Mobile Application Part (MAP) protocol.

24. The system according to claim 21, further comprising a second network node connected to said first network node, said second network node monitoring said realtime information related to said subscriber associated with said wireless communications device within said telecommunications system and providing the monitored realtime information to said first network node, the provided monitored realtime information being forwarded by said first network node to said B2B engine.

25. The system according to claim 21, wherein said first network node is a Home Location Register (HLR) and said second network node is a Visitor Location Register (VLR).

26. The system according to claim 21, wherein said first network node comprises monitoring means for monitoring a change in said realtime information of said subscriber associated with said wireless communications device.

27. The system according to claim 26, wherein said realtime information is selected from the group consisting of: location area information, routing area information, communications device "on" indication, communications device "off" indication and local cell global identity information.